s. No.	Name of Project/Scheme	Amount sanctioned
2.	Development of Tirthankar-Boddhisatwa Circuit	494.57
	Total	987.82
	2005-06	
1.	Hazaribagh CuKural-cum-Adventure Festival, 2006	5.00
2.	Adventure Tourism Festival, 2005, Ghatshila, Jamshedpur	4.20
3	Hijla Tribal Rural Festival, 2006 at Dumka	2.50
4.	Integrated Development of Tourist Circuit Ranchi-Netarhat-Betla-Ranchi	798.00
5.	Integrated Development of Deoghar (Distt. Deoghar) under Destination Development Scheme	417.57
	Total 2006-07	1227.27
1.	Integrated Development of Tourist Circuit "Ranchi-Rajrappa-Hazaribagh-ltkhori' in Jharkhand	775.78
2.	Information Technology in the State Tourism Department of Jharkhand	49.10
3.	Development of Sahebganj-Rajmahal as a tourist destination	131.47
	Total	956.35

India's share in global tourism

2398. SHRI B.J. PANDA: Will the Minister of TOURISM be pleased to state:

(a) what is the share of India in global tourism;

(b) what is the action plan of Government to give a boost to this share;

(c) how far has the Incredible India Campaign helped to pick up global tourism;

(d) whether Government propose to develop certain sites of attraction to woo foreign tourists; and

(e) if so, the details thereof, especially indicating those that are proposed to be developed in Orissa?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) India's share in global tourist arrivals during the year 2006 was 0.53%.

(b) The steps being taken by the Government to boost the share of India in global tourism include:—

* Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations;
* Focusing on growth of hotel infrastructure particularly budget hotels;
* Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
* Direct approach to the consumers through Electronic and Print media through the "Incredible India' Campaign;
* Creation of World Class Collaterals;
* Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas;
* According greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia;
* Participation in Trade Fairs & Exhibitions;
* Optimizing the PR and Publicity;
* Use of Internet and web marketing;
* Generating Tourist Publications; and
* Re-inforced hospitality programmes including grant of air passage to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

(c) The 'Incredible India' Campaign has contributed significantly to the increase in foreign tourist arrivals to India, which has witnessed annual growth of 26.8%, 13.3% and 13.0% in 2004, 2005 and 2006 respectively.

(d) and (e) Development and promotion of tourism is undertaken

primarily by the State Governments/UT Administrations. However, the Ministry of Tourism, Government of India, extends financial assistance to the State Governments/UT Administrations for tourism related projects which are identified in consultation and interaction with them under its schemes of Product/Infrastructure Development of Destinations/Circuits and Assistance to Large Revenue Generating Projects.

During 2006-07, the Ministry of Tourism has sanctioned an amount of Rs. 20.19 crore for the following tourism projects in Orissa:—

Destinations

1. Village Barpali, Distt. Baragarh
2. Village Hirapur, Distt. Khurda
3. Village Padmanavpur, Distt. Ganjam
4. Village Deulajhari, Distt. Angul
5. Similipal, Distt. Mayurbhanj

Circuits

1. Chandipur-Talasari-Udaipur-Chandaneswar-Remuna-Panchalingeswar-Nilagiri
2. Koraput-Deomali-Jeypore-Upper Kolab-Gupteshwar

Events/Festivals

1. Puri Beach Festival
2. Konark Festival
3. EkamraUtsav
4. Shree Kshetra Vasant Utsav

Development of LoC tourism in J&K

2399. SHRI B.J. PANDA: Will the Minister of TOURISM be pleased to state:

(a) whether the State Government of J&K propose to develop LoC tourism in the State and has asked for the Centre's approval;